

TRADE AD

AGENCY USED A CONSUMER AD NUMBER, GIVEN  
TO AD# IN 1957, IN ERROR.

LEO BURNETT COMPANY, Inc.

Ad No. 104 - Ransing Cowboy - Reg. No. 74511 - Page - B/W - 7 x 11 in. - Trade Magazine, 1971 (4)

Printed in U.S.A.



**Come to where  
the flavor is.**

**Come to  
Marlboro  
Country.**

You get a lot to  
like with a Marlboro.



20 mg "tar", 1.2 mg. nicotine av. per cigarette. FTC Report Nov. '78



2061191019